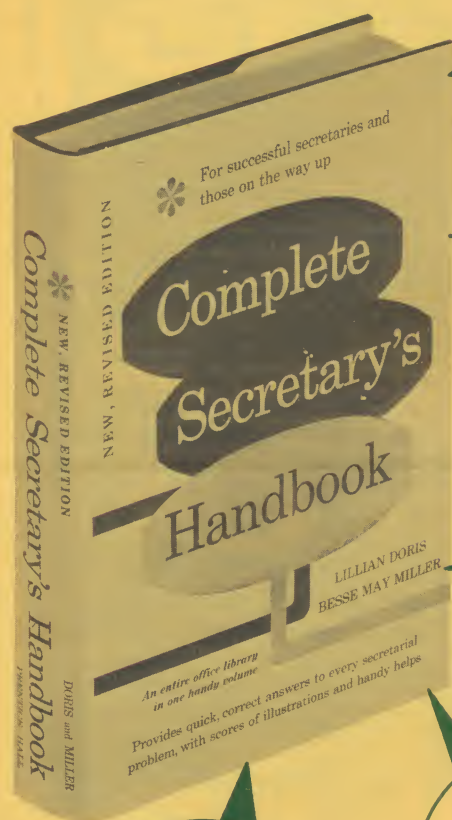


MOST USEFUL BOOK A SECRETARY CAN OWN!



SHOWS
YOU HOW TO
WRITE EVERY
KIND OF
BUSINESS
LETTER!

LETS YOU
SPEED UP AND
SIMPLIFY SCORES
OF ROUTINE
OFFICE
TASKS

INCREASES
YOUR TYPING
AND DICTATION
SPEEDS BY
OVER
30%!

QUICKLY
ANSWERS
YOUR EVERY
QUESTION ON
GRAMMAR AND
SPELLING!

HELPS YOU
EASILY HANDLE
EVEN THE MOST
COMPLICATED
TYPING
JOBS

Prepared with the Help of Ten of the Nation's Most Successful Secretaries!

THE COMPLETE SECRETARY'S HANDBOOK is the most inclusive and reliable guide ever offered to secretaries—because it has been put together by the top professionals in the field! Women like:

Mary Carr
Secretary to Fred M. Glass
Senior Vice President
Empire State Building Corp.

Mary R. Davis
Secretary to Lowell Thomas

Katherine Grimm
Secretary to Colby M. Chester
Honorary Chairman of the Board
General Foods Corporation

Clara Kirschdoerffer
Secretary to Lowell R. Burch
Chairman of the Board
The New York Air Brake Co.

Claribel Fee
Secretary to the President
Borg-Warner Corporation

Louise MacLeod
Secretary to Bruce Barton
Partner
Batten, Barton, Durstine & Osborn, Inc.

Corinne Thrasher
Secretary to Henry R. Luce
Editor-in-Chief
Time, Life and Fortune

Esther L. Althouse
Secretary to the President
Armstrong Cork Company

M. Ethel Goard
Secretary to the Vice-Chairman
of the Board
The Firestone Tire & Rubber Co.

Helen Horton
Secretary to the President
Pepsi-Cola General Bottlers, Inc.

Here's What Secretaries from Coast to Coast Say About this Amazing Book!

"A quick, handy book almost as necessary as the dictionary to the modern secretary."
— Anna Mae Jakin
Pittsburgh, Pa.

"I would never be without this book. It has helped tremendously in solving various office procedure problems."
— Dollie Klasna
Long Beach, Calif.

"It is a very worthwhile and informative book and I rely on it extensively. I heartily recommend the Handbook for all secretaries."
— Frances D. Acton
Washington, D. C.

"My boss uses the book as much as I do and anyone that has ever used it wouldn't be without it again."
— Helen Rumgay
Hamilton, Ohio

"It's my office Bible—I really don't know how I ever managed without it. Time and again it straightens me out on important points, rules, or words."
— Helen B. Platt
Philadelphia, Pa.

"I have gained complete confidence to tackle almost any assignment as long as I have the Handbook at my elbow. It is by far the best and most modern book on office procedures I have seen."
— Gwen Gwentz
Freeport, Illinois

"The Handbook has settled all of my office and grammatical problems. I have been truly satisfied with it."
— Nancy Losurdo
Morton Grove, Illinois

"I owe a great deal of my steady salary advancement to the methods I've learned from this very excellent book. Definitely the very best of its kind."
— Marjory Irvine
Beeville, Texas

"... it has certainly been worth its weight in gold. I am forever grateful that I own a copy."
— Doris Myers
Long Beach, Calif.

"In all my years of experience I have never seen a book of this kind that was set up as intelligently or contained the pertinent information on the subject of the secretary and her duties... it is a masterpiece."
— Dorothy M. Metzger
New York, N. Y.

"This book has been wonderfully helpful in every way. It is on my desk at all times... an excellent reference book."
— Eloise C. Herring
Omaha, Nebraska

THESE ARE JUST A FEW OF THE PROFESSIONAL METHODS AND TIME-SAVING TECHNIQUES USED BY AMERICA'S TOP SECRETARIES — GUARANTEED TO MAKE YOUR JOB EASIER!

It's true! Every page of this giant 582-page volume is packed solid with tested methods and proven techniques used by the country's leading secretaries! Let them show you —

- How to win the approval and admiration of your boss!
- How to develop new abilities to handle your job better!
- How to get promotions and pay raises without asking for them!
- How to do every office job faster and easier!
- How to have more confidence in yourself!
- How to concentrate on the 10% of your job that really counts!
- How to save yourself an hour or more every day with two simple tricks!
- How to become the most popular and best-liked person in the office!
- How to avoid needless overtime work without being a "clockwatcher"!

Faster and Better Typing!

- Two tips for increasing your speed and accuracy by 30% or more!
- How to keep your typewriter in perfect condition at all times!
- How to erase and make corrections without stopping!
- How to make corrections on carbons that exactly match the original!
- How to erase near the bottom of a page!
- How to "chain feed" envelopes for faster addressing!
- How to make corrections on bound pages!
- An amazing device you can make that lets you feed a stack of paper and carbons into the typewriter and keeps every sheet perfectly aligned!
- Three tricks with the tabulator that can save you time on every letter you write!
- How to type on ruled lines!
- How to end each page the same distance from the bottom!
- Seven shortcuts in typing tables!

Perfect English — the Easy Way!

- How to greatly increase your mastery of English in less than 5 days!
- The magic "Rule of Three" that makes punctuation problems disappear!
- How to tell if a word is spelled right just by applying one simple test!
- How to collect new words and make them yours!
- How to break the "comma habit" that spoils so many letters!
- A miracle-working "sentence probe" that tells you exactly where the trouble spot is in a clumsy sentence — and shows you how to fix it!

- Seven tricks with tenses that make awkward phrases disappear!
- The real grammar of the English language — the only 9 rules you need to know!
- When you should capitalize — and when you shouldn't!
- 1,000 common abbreviations!
- Forms of address for hundreds of officials, dignitaries, professionals and everyone else you'll ever write to!

How to Write Good Letters!

- How to master the six standard styles used for letters!
- How to type the inside address and where to put it!
- Where and how to put the salutation!
- What to do when you're not sure if the addressee is a man or a woman!
- Five rules for typing the body of the letter!
- How to set up enumerated material in the body of the letter!
- How to write dates in the body of the letter!
- Where you should type the complimentary close!
- Where and how to type the signature — when to use the firm name and when not to!
- How to sign your employer's name to a letter!
- How to handle attention lines, subject lines, reference lines, enclosures, postscripts, and second page headings!
- How to select and order stationery!
- Nine tips for avoiding stilted or trite phrases!

Secrets of Faster Filing!

- The quickest and easiest method of filing!
- How to find a "lost" paper in the files in less than a minute!
- How to remove and destroy old papers, correspondence and records!
- How long you should keep your boss' personal papers!
- How to increase your filing space by 20% with no increase in floor space!
- How to move papers into the transfer files!
- Eight rules for best results in typing tabs, guides and folder labels!
- How to make and use cross-reference sheets that save hours of hunting!
- How to control materials taken from the files by other secretaries or executives!
- The 17 basic rules of alphabetizing!
- How to file a big stack of papers in the shortest possible time!

- How to set up a filing system exactly tailored to your needs!

Mail, Phone and Telegraph Tips!

- How to sort the incoming mail the fastest possible way!
- What to do about letters marked "personal" or "confidential"!
- How to make and keep a Daily Mail Record so that you won't be blamed if a letter gets lost!
- How to make sure your boss signs all the outgoing mail before he leaves for the day!
- How to handle enclosures smaller or larger than the letter!
- How to handle the mail when your employer is away!
- How to reduce postage costs!
- How to ship things by express, air express, and freight!
- How to screen calls for your boss!
- How to make long-distance calls, messenger calls, appointment calls, conference calls, and overseas and ship-to-shore calls!
- How to type a telegram!
- How to send the same telegram to multiple addresses!
- How to reach a person by telegram on a plane or train!
- How to send a cable!

Reminder and Follow-Up Systems!

- How to set up an orderly and infallible system of "reminders"!
- How to make and use special calendars for you and your boss!
- When to set up your calendars!
- Recurring items you should watch out for!
- How to use a "tickler file" with special calendars to save work!
- How to make a reminder of a matter with an indefinite date!
- How to remind your employer of appointments and things to do!
- How to make a "contact reminder" file for people your boss meets!
- How to set-up and use follow-up files, tickler systems, future files and "bring up" files!

How to Make Travel Arrangements!

- A 9-point step-by-step checklist for making travel arrangements!
- How to make reservations for hotels, trains, planes, and ships!
- Where to get information about air transportation!
- Where to get information about trains!
- How to submit time-and-route information to your employer!
- How to arrange payment for, and delivery of tickets!

- Where to get information for auto trips!
- How to prepare an itinerary and appointment schedule!
- How to pack supplies for the trip!
- How to handle foreign travel: passports, visas, and customs!

Your Employer's Personal Records!

- How to help your boss take care of his personal records and social obligations!
- How to send — and answer — formal invitations for your boss!
- How to handle requests for donations!
- How to send out cards and presents for Christmas and other occasions!
- How to help your boss keep track of his bank and charge accounts!
- How to look after your boss' personal insurance!
- How to aid your boss in keeping his personal tax records!

Grooming and Dress!

- The 7 basic items every secretary must have in her wardrobe!
- How to be glamorous on a budget!
- How much make-up a secretary should wear in the office!
- How to control your voice tones to soothe and please your boss!
- How to be sure your hair-do is always in good taste!
- How to keep your nails and hands looking their best at all times!
- How to create an impression of refinement and elegance!
- How to select the right shoes for your personality!
- How to increase your self-confidence, poise, social awareness and develop a "plus factor" personality!

Advanced Secretarial Techniques!

- How to prepare legal papers, forms, documents and citations!
- How to prepare reports for formal presentation!
- How to write a press release for newspapers, radio and TV!
- How to prepare material for the printer!
- How to make all preparations for corporate meetings!
- How to record the minutes of an official corporate meeting!
- How to issue stock and handle stock transfers!
- How to make and maintain a corporation calendar!

PLUS SCORES OF OTHER SECRETARIAL DUTIES YOU MUST HANDLE FOR YOUR BOSS!

POWERFUL HELP WHEN YOU NEED IT MOST

Here are the highlights of what each of these remarkable OFFICE MAGIC guides contains:

FILING MAGIC How to organize your material for extra-fast filing -- How to streamline your filing system -- How to find current files faster -- How to keep track of "out" folders -- A new way to staple papers for quicker filing -- How to speed up alphabetical sorting -- How to find "lost" papers in less than a minute -- Time-saving tricks with "tickler" files -- Faster labeling!

LETTER MAGIC How to acknowledge correspondence -- How to set up an appointment by letter -- How to make plane and train reservations by mail -- Letters calling attention to an error in an account -- Reply to notice of meeting -- Letters of appreciation -- Letters of sympathy -- Letters of congratulations -- Letters of introduction -- Letters of invitation -- Letters of acceptance and declination -- and scores of other model letters the secretary must write!

TYPING MAGIC How to improve your typing speed and accuracy -- Automatic centering techniques -- A fast way to type numbers in columns -- Stencil cutting shortcuts -- How to justify the right-hand margin -- How to find a "lost" line -- How to line up carbon copies -- How to erase near the bottom of the page -- How to keep last lines straight -- Correcting errors by split spacing -- Tricks with erasing tape!

SPELLING MAGIC How to use the "mental picture" spelling technique -- How to form plurals -- Combinations of i and e -- When to double the final consonant -- Adding suffixes to words ending in silent e -- Words ending in ie -- Solving the -able, -ible difficulty -- Words ending in sede, -ceed, or -cede -- When to use -ance or -ence -- Words ending in c -- Words ending in y preceded by a consonant -- How to use the prefix dis- -- Division and hyphenation of words

HOW TO GET YOUR FREE COPY OF ALL FOUR GUIDES

If you'd like to have copies of all four of these handy, helpful guides, just fill out and mail the enclosed card for the entire OFFICE MAGIC Kit. You will also receive, on ten days free trial, a copy of the famous "Complete Secretary's Handbook for your personal examination and use.

The "Complete Secretary's Handbook", which you'll find described on pages two and three of this letter, is just about the most useful book a secretary can own. It shows you how to whiz through hundreds of office tasks faster and easier -- gives you professional skill and confidence -- and helps you become invaluable to your employer. Prepared by a panel of the best paid, most successful secretaries in the nation, it can save you hours of time and trouble in your daily work!

Put it to work for you for ten days and see for yourself how it helps you cope with problem after problem -- how it gives you complete, up-to-date, authoritative answers to every office question -- and how it shows you the finer points of office grooming, business etiquette, and dozens of other personal and professional pointers that will make your job pleasanter and easier.

After 10 days you may keep the "Complete Secretary's Handbook" by sending only \$6.95 plus postage and packing. Otherwise, send it back and pay nothing. Either way, the OFFICE MAGIC Kit is yours to keep as a Free Gift, without obligation.

Cordially yours,

Charles R. Meredith

Charles R. Meredith

CH/N

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